

araq

StartUp 7

Reading

Unit8 – Lesson4

Page96


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.


Teach the form of the word. Then ask some concept checking questions.
WRONGDOING
5148
afaq-lc.com
afaq

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.



Teach the form of the word. Then ask some concept checking questions.



DECEPTIVE

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.



Teach the form of the word. Then ask some concept checking questions.



MISLEAD


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.


Teach the form of the word. Then ask some concept checking questions.
ABHORRENT
5148
afaq-lc.com
afaq


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

Teach the form of the word. Then ask some concept checking questions.



BIODEGRADABLE


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

Teach the form of the word. Then ask some concept checking questions.

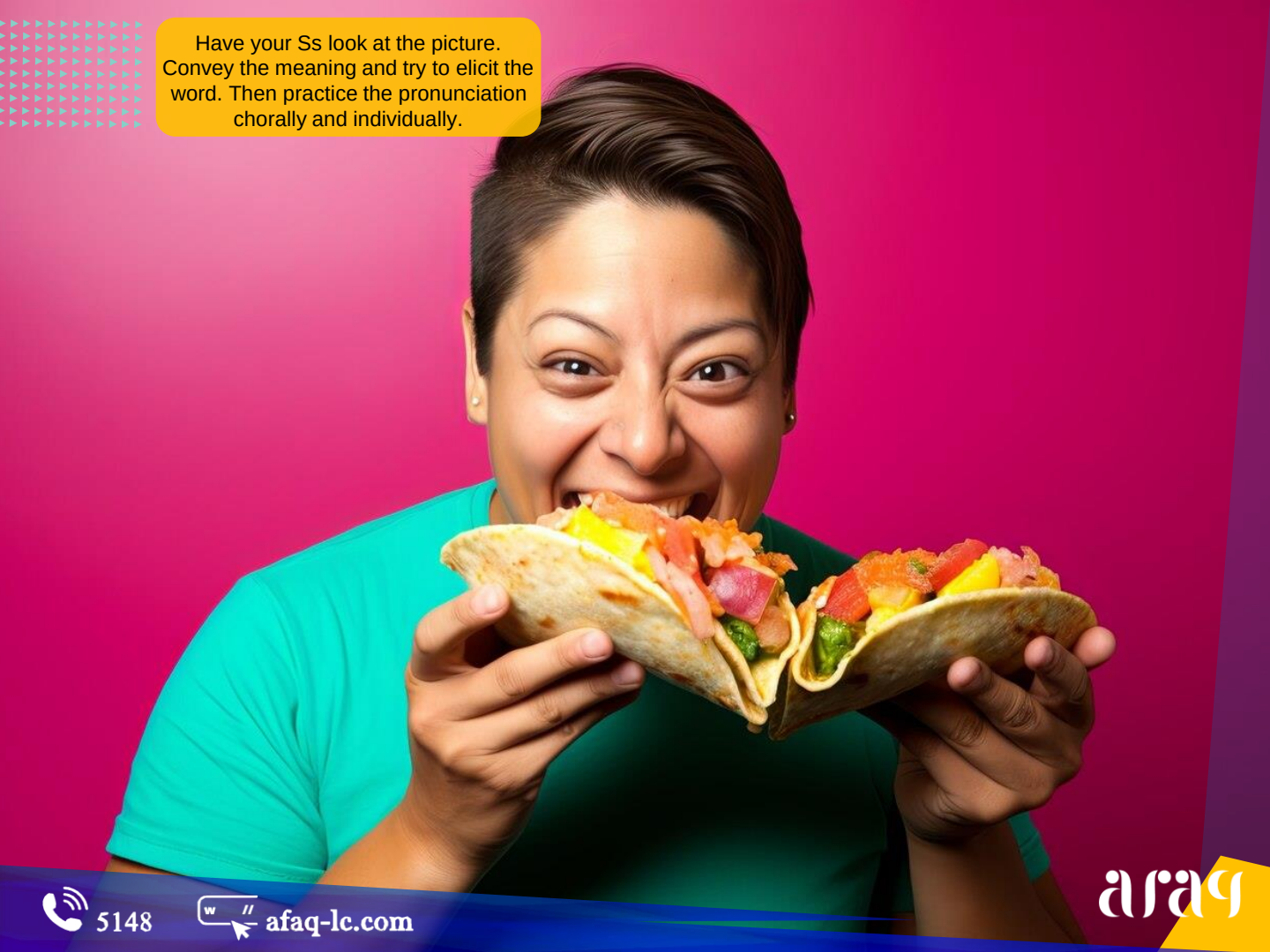


REASSURING


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.
TEHRAN MUNICIPALITY
شهرداری تهران


Teach the form of the word. Then ask some concept checking questions.
TEHRAN MUNICIPALITY
شهرداری تهران
A MUNICIPALITY
5148
afaq-lc.com
afaq

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.



Teach the form of the word. Then ask some concept checking questions.



DETRIMENTAL

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.



Teach the form of the word. Then ask some concept checking questions.



DISINTEGRATE


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.


Teach the form of the word. Then ask some concept checking questions.
SUGGESTIVE
5148
afaq-lc.com
afaq

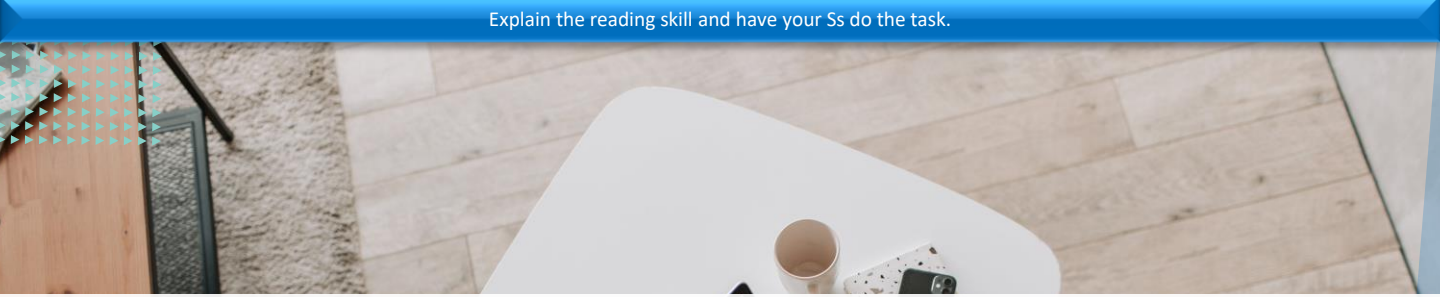
FILL IN THE BLANKS.

Have your students do the task in class. Then check the answers right away.

wrongdoing - suggestive - disintegrate- reassuring - deceptive
mislead - abhorrent - detrimental- a municipality- biodegradable

____(1)____: formal illegal or immoral behavior
____(2)____: appearing to be one thing while in fact being something different
____(3)____: to make someone believe something is not true by giving information that is false or incomplete
____(4)____: completely unacceptable because of seeming morally wrong
biodegradable: materials that are changed naturally by bacteria into substances that do not harm the environment
____(5)____: making you feel less worried or frightened
____(6)____: a town, city, or other small area that has its own government to make decisions about local affairs
____(7)____: causing harm or damage
____(8)____: to break apart into small pieces or particles
____(9)____: causing mental associations

Explain the reading skill and have your Ss do the task.



C Read the Reading Skill. Skim the article. Then check (✓) the topics that you think the article will cover.

- ☐ the definition of *greenwashing*
- ☐ why green products are inferior
- ☐ how to find bargains
- ☐ the origins of greenwashing
- ☐ green buzzwords
- ☐ examples of greenwashing
- ☐ advice to shoppers
- ☐ tips on how to greenwash

READING SKILL Skim

Skimming is a type of speed reading that involves glancing over a text and only pausing to read the title, look at images and read their captions, and read just the first and last sentences of each paragraph. It's a time-saving way to get the main idea and an overall impression of the text.



Have your Ss listen to the audio and answer the question. Check the answers in class.

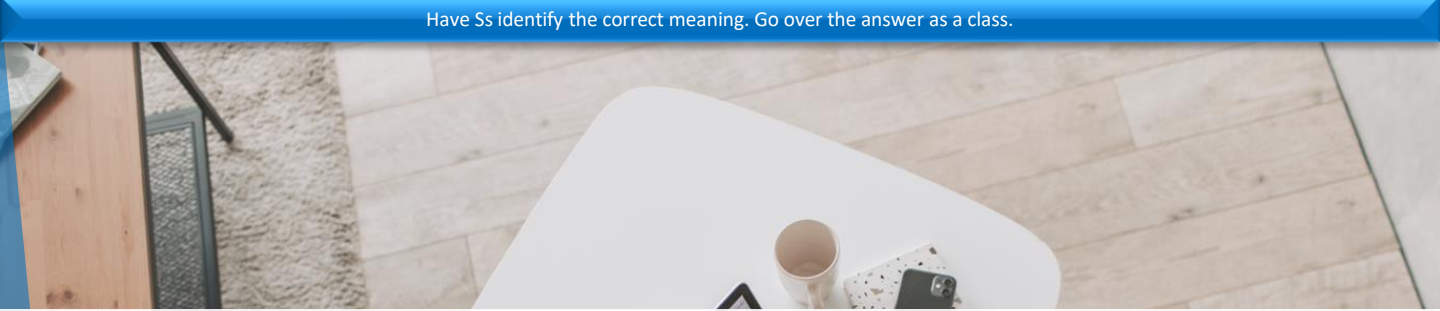
ANSWER THE QUESTIONS ACCORDING TO THE AUDIO.

8-18



1. How was the word *greenwashing* derived?
2. Why was a green reputation so important to companies in the 1980s?
3. How can *pure*, *natural*, *organic*, or *sustainable* be deceptive?
4. How have companies used *recyclable* and *biodegradable* deceptively?

Have Ss identify the correct meaning. Go over the answer as a class.



B CLOSE READING Reread the lines. Then circle the correct answers.

1. Which sentence is closest in meaning to the sentence in lines 34–37?
   a. Green buzzwords are reassuring, whether or not greenwashing is present.
   b. Although they can be misused for greenwashing, green buzzwords are reassuring.
   c. People are reassured by green buzzwords in simple cases of greenwashing.
2. In lines 55–62, how is the second sentence connected to the first?
   a. It ignores a small point then provides an example of a fine.
   b. It emphasizes slight wrongdoing then provides a reason for the fine.
   c. It concedes a minor point then provides a reason for the fine.



5148 afaq-lc.com

In pairs, have Ss take turns retelling the most important ideas in the article in complete sentences. Remind them to use their own words as they summarize.

WHAT WAS THE ARTICLE ABOUT?
RETELL THE MOST IMPORTANT IDEAS.
USE YOUR OWN WORDS.

Have your students think about the question. You're suggested to brainstorm some ideas first.

A **THINK** Think of a "green" product (for example, a food, a device, clothing, a vehicle) and write a short advertisement for it that includes green buzzwords.



Have your Ss share what they have prepared in their breakout rooms. Monitor the groups and share your FEEDBACK afterwards.

B GROUPS Present your advertisement. Have the group identify the buzzwords and discuss what they mean in the context of each advertisement.



4ocean: A Solution to Plastic Pollution



Ninety-seven percent of plastic waste is not recycled.

In 2015, American teenagers Andrew Cooper and Alex Schulze flew to Bali with one thing on their minds: surfing. However, when they arrived, they were disappointed to see its world-class surfing beaches strewn with plastic trash. A lifeguard explained that the beaches were cleaned every morning; the problem was that so much plastic continually floated in that by afternoon, they were covered again. The pair then spoke to local fishermen, who said that when they hauled in their nets, they always discovered a lot of unwanted plastic with the fish, but they simply threw it back into the ocean because it was worthless to them. Inspired rather than discouraged, Andrew and Alex began to think about business models, hoping somehow to make clearing the beaches and ocean of plastic litter profitable.

These two young entrepreneurs were taking on a daunting task. Although much plastic waste bears a recycling symbol, 97 percent is not recycled; the equivalent of one trash truck full of plastic waste is dumped into the sea every minute, which amounts to 8 million tons per year. The situation is made worse by the fact that once it is dumped into the ocean, the plastic is swept around the world and concentrated in many different areas by ocean currents, making tracking it down and collecting it an extremely challenging task, to say the least.

Back in Florida, Andrew and Alex brainstormed ideas with their families. They settled on selling a product made from recycled plastic to fund beach cleanup efforts. They considered gender-neutral products, so as not to leave anyone out, and finally decided on a bracelet. The next year was spent planning. The first step was to develop a prototype of the bracelet. They then needed to find a manufacturer willing and able to take on the job. After that, they had a custom logo and website created for their company, which they named 4ocean. Finally, they built a social media presence to introduce their novel concept to the public.

4ocean was an overnight success. For each $20 bracelet sold, the company promised to clean up 1 pound of trash, and they sold twenty bracelets the first day, 250,000 the first year and, at last count, have removed over 4.5 million pounds of trash. Of the money they take in, 45% goes to fund cleanup operations and 10% to charity partners who work with marine life. Andrew and Alex pay themselves an average wage, and the rest goes to business expenses and expansion.

Not content to rest on their laurels, Andrew and Alex plan to collect more and more trash each year; in fact, they hope to become the largest ocean-cleaning company in the world. Recently, they started selling additional products to fund their business, including steel water bottles and T-shirts with their company logo. Check them out and consider helping to fund this worthwhile cause. As it says on the 4ocean website, "Let's end the ocean plastic crisis together."

READ THE TEXT AND UNDERLINE ANY NEW WORDS YOU DO NOT KNOW.

4ocean: A Solution to Plastic Pollution



Ninety-seven percent of plastic waste is not recycled.

In 2015, American teenagers Andrew Cooper and Alex Schulze flew to Bali with one thing on their minds: surfing. However, when they arrived, they were disappointed to see its world-class surfing beaches strewn with plastic trash. A lifeguard explained that the beaches were cleaned every morning; the problem was that so much plastic continually floated in that by afternoon, they were covered again. The pair then spoke to local fishermen, who said that when they hauled in their nets, they always discovered a lot of unwanted plastic with the fish, but they simply threw it back into the ocean because it was worthless to them. Inspired rather than discouraged, Andrew and Alex began to think about business models, hoping somehow to make clearing the beaches and ocean of plastic litter profitable.

These two young entrepreneurs were taking on a daunting task. Although much plastic waste bears a recycling symbol, 97 percent is not recycled; the equivalent of one trash truck full of plastic waste is dumped into the sea every minute, which amounts to 8 million tons per year. The situation is made worse by the fact that once it is dumped into the ocean, the plastic is swept around the world and concentrated in many different areas by ocean currents, making tracking it down and collecting it an extremely challenging task, to say the least.

Back in Florida, Andrew and Alex brainstormed ideas with their families. They settled on selling a product made from recycled plastic to fund beach cleanup efforts. They considered gender-neutral products, so as not to leave anyone out, and finally decided on a bracelet. The next year was spent planning. The first step was to develop a prototype of the bracelet. They then needed to find a manufacturer willing and able to take on the job. After that, they had a custom logo and website created for their company, which they named 4ocean. Finally, they built a social media presence to introduce their novel concept to the public.

4ocean was an overnight success. For each $20 bracelet sold, the company promised to clean up 1 pound of trash, and they sold twenty bracelets the first day, 250,000 the first year and, at last count, have removed over 4.5 million pounds of trash. Of the money they take in, 45% goes to fund cleanup operations and 10% to charity partners who work with marine life. Andrew and Alex pay themselves an average wage, and the rest goes to business expenses and expansion.

Not content to rest on their laurels, Andrew and Alex plan to collect more and more trash each year; in fact, they hope to become the largest ocean-cleaning company in the world. Recently, they started selling additional products to fund their business, including steel water bottles and T-shirts with their company logo. Check them out and consider helping to fund this worthwhile cause. As it says on the 4ocean website, "Let's end the ocean plastic crisis together."

AS HOMEWORK USE A DICTIONARY TO LOOK UP THE WORDS AND LEARN THEM.